

Tourism Opportunity Strategy for the **Columbia Forest District**

Prepared by

Future Legacy Consulting Group

Revelstoke and Salmon Arm, B.C.

March 31, 2001



Future Legacy Consulting Group

Planning today for tomorrow's legacy

Roger Beardmore

550 5th Street S.E.
Salmon Arm, BC, V1E 4G1

Tel: (250) 833-4218
Fax: (250) 833-4219
Email: Beardmore@telus.net

Dave Kaegi

Box 2569
Revelstoke, BC, V0E 2S0

Tel: (250) 837-5734
Fax: (250) 837-5764
Email: wildland@revelstoke.net

Preface

This report was prepared by **Roger Beardmore** and **Dave Kaegi** of *Future Legacy Consulting Group*, and **Steve Nicol** of *Lions Gate Consulting Inc.* Copies of the report, and the associated maps and database, are available from:

Kevin Weaver,
Regional Manager,
Ministry of Small Business, Tourism and Culture
100 Cranbrook Street,
Cranbrook, B.C.
V1C 3P9
(250) 489-3906

The report is also available for viewing on the Ministry of Small Business, Tourism and Culture website <http://www.sbtc.gov.bc.ca/tos/tos.html>

The authors would like to gratefully acknowledge the assistance of **Debby Robinson**, who provided database support services for this project. **Graydon Rockwell III** of Nova Geomatics Ltd. did an excellent job of preparing digital and hardcopy maps for the project. We would also like to thank the members of the Advisory Committee, who gave many hours of their volunteer time to guide this project to fruition.

Lastly, but far from least, we want to thank the contributors – the people and tourism operators of Revelstoke and Golden - who provided a wealth of information about the recreational features and tourism activities of the Columbia District.

TABLE OF CONTENTS

PREFACE	2
TABLE OF CONTENTS	3
1.0 EXECUTIVE SUMMARY	ERROR! BOOKMARK NOT DEFINED.
How to use this Study	Error! Bookmark not defined.
Purpose and Scope of the Study	Error! Bookmark not defined.
Project Management	Error! Bookmark not defined.
Project Methodology	Error! Bookmark not defined.
Activity Description and Analysis	Error! Bookmark not defined.
Snowmobiling	Error! Bookmark not defined.
Ski Touring	Error! Bookmark not defined.
Cross-Country Skiing	Error! Bookmark not defined.
Mountain Biking	Error! Bookmark not defined.
Mountaineering	Error! Bookmark not defined.
Rockclimbing	Error! Bookmark not defined.
Canoeing/kayaking	Error! Bookmark not defined.
Fishing	Error! Bookmark not defined.
Hiking	Error! Bookmark not defined.
Natural & Cultural Features Viewing	Error! Bookmark not defined.
Community Tourism Development	Error! Bookmark not defined.
2.0 INTRODUCTION	ERROR! BOOKMARK NOT DEFINED.
2.1 Purpose	Error! Bookmark not defined.
2.2 Scope of the Study	Error! Bookmark not defined.
2.3 Project Methodology	Error! Bookmark not defined.
2.3.1 Project Initiation	Error! Bookmark not defined.
2.3.2 Preliminary Information Collection	Error! Bookmark not defined.
2.3.3 Import Existing Digital Data	Error! Bookmark not defined.
2.3.4 Operator / User Group Survey - Updating TRI database	Error! Bookmark not defined.
2.3.5 Project Advisory Committee	Error! Bookmark not defined.
2.3.6 Workshops	Error! Bookmark not defined.
2.3.7 Preliminary Research and SWOC Analysis of Tourism Opportunities	Error! Bookmark not defined.
2.3.8 Product Opportunity Analysis	Error! Bookmark not defined.
2.3.9 Community Tourism Development	Error! Bookmark not defined.

2.3.10 Community Open Houses	Error! Bookmark not defined.
2.3.11 Final Report	Error! Bookmark not defined.
2.3.12 Pre-feasibility Assessments and Best Practices	Error! Bookmark not defined.
3.0 REGIONAL TOURISM PROFILE.....	ERROR! BOOKMARK NOT DEFINED.
3.1 The Study Area – Columbia Forest District.....	Error! Bookmark not defined.
3.2 Industry Structure.....	Error! Bookmark not defined.
3.2.1 Revelstoke	Error! Bookmark not defined.
3.2.2 Golden	Error! Bookmark not defined.
3.3 Current Visitor and Statistical Data.....	Error! Bookmark not defined.
3.3.1 Overview of Visitor Characteristics	Error! Bookmark not defined.
3.3.2 Visitor Origin	Error! Bookmark not defined.
3.3.3 Trip Purpose and Activities	Error! Bookmark not defined.
3.3.4 Transportation	Error! Bookmark not defined.
3.3.5 Trip Experience	Error! Bookmark not defined.
3.3.6 Room Revenues	Error! Bookmark not defined.
3.3.7 Traffic Volume Trends	Error! Bookmark not defined.
3.4 Key Market Trends and Indicators	Error! Bookmark not defined.
4.0 THE PLANNING CONTEXT.....	ERROR! BOOKMARK NOT DEFINED.
4.1 Tourism Planning in the Study Area.....	Error! Bookmark not defined.
4.1.1 Golden & Dist. Strategic Tourism Marketing & Development Plan 1996-2001	Error! Bookmark not defined.
4.1.2 Golden Community Impact Analysis	Error! Bookmark not defined.
4.1.3 Gateways Initiative	Error! Bookmark not defined.
4.1.4 Revelstoke Tourism Development Strategy (1997)	Error! Bookmark not defined.
4.2 Land Use and Resource Planning.....	Error! Bookmark not defined.
4.2.1 Kootenay Boundary Land Use Plan	Error! Bookmark not defined.
4.2.2 Golden Recreation and Access Zoning Plan	Error! Bookmark not defined.
4.2.3 Revelstoke Minister’s Advisory Committee	Error! Bookmark not defined.
4.2.4 An Ecotourism and Adventure Travel Strategy for British Columbia	Error! Bookmark not defined.
5.0 TOURISM OPPORTUNITIES IN THE COLUMBIA DISTRICT.....	ERROR! BOOKMARK NOT DEFINED.
5.1 SWOC Analysis for Revelstoke & Golden	Error! Bookmark not defined.
5.1.1 Revelstoke	Error! Bookmark not defined.
5.1.2 Golden	Error! Bookmark not defined.
5.2 Activity Selection Process.....	Error! Bookmark not defined.

<u>5.3 Activity Description and Analysis</u>	Error! Bookmark not defined.
<u>5.3.1 Snowmobiling</u>	Error! Bookmark not defined.
<u>5.3.1.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.1.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.1.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.1.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.2 Ski Touring</u>	Error! Bookmark not defined.
<u>5.3.2.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.2.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.2.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.2.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.3 Cross-Country Skiing</u>	Error! Bookmark not defined.
<u>5.3.3.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.3.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.3.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.3.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.4 Mountain Biking</u>	Error! Bookmark not defined.
<u>5.3.4.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.4.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.4.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.4.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>Blaeberry</u>	Error! Bookmark not defined.
<u>5.3.5 Mountaineering</u>	Error! Bookmark not defined.
<u>5.3.5.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.5.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.5.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.5.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.6 Rockclimbing</u>	Error! Bookmark not defined.
<u>5.3.6.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.6.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.6.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.5.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.7 Canoeing/kayaking</u>	Error! Bookmark not defined.
<u>5.3.7.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.7.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.7.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.7.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.8 Fishing</u>	Error! Bookmark not defined.
<u>5.3.8.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.8.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.8.3 Overall Potential</u>	Error! Bookmark not defined.
<u>5.3.8.4 Selection of High Opportunity Areas</u>	Error! Bookmark not defined.
<u>5.3.9 Hiking</u>	Error! Bookmark not defined.
<u>5.3.9.1 Activity Description</u>	Error! Bookmark not defined.
<u>5.3.9.2 Market and Resource Analysis</u>	Error! Bookmark not defined.
<u>5.3.9.3 Overall Potential</u>	Error! Bookmark not defined.

5.3.9.4 Selection of High Opportunity Areas	Error! Bookmark not defined.
5.3.10 Natural & Cultural Features Viewing	Error! Bookmark not defined.
5.3.10.1 Activity Description	Error! Bookmark not defined.
5.3.10.2 Market and Resource Analysis	Error! Bookmark not defined.
5.3.10.3 Overall Potential	Error! Bookmark not defined.
5.3.10.4 Selection of High Opportunity Areas	Error! Bookmark not defined.

[6.0 COMMUNITY TOURISM DEVELOPMENT](#) **ERROR! BOOKMARK NOT DEFINED.**

[6.1 Development Issues](#) **Error! Bookmark not defined.**

[6.2 Development Recommendations](#) **Error! Bookmark not defined.**

[APPENDIX 1 – TOURISM OPPORTUNITIES STUDY – OPERATOR SURVEY](#) **ERROR! BOOKMARK NOT DEFINED.**

[APPENDIX 2 – COLUMBIA DISTRICT OPERATORS \(LIST\)](#) **ERROR! BOOKMARK NOT DEFINED.**

[APPENDIX 3 – WORKSHOP RESULTS & PRE-FEASIBILITY ASSESSMENTS](#) **ERROR! BOOKMARK NOT DEFINED.**

Golden Product Ideas	Error! Bookmark not defined.
Revelstoke Product Ideas	Error! Bookmark not defined.

[APPENDIX 4 – MINISTRY CONTACTS & RESPONSIBILITIES](#) **ERROR! BOOKMARK NOT DEFINED.**

[APPENDIX 5 – PARKS CANADA BUSINESS PARAMETERS](#) **ERROR! BOOKMARK NOT DEFINED.**

[APPENDIX 6 – BIBLIOGRAPHY](#) **ERROR! BOOKMARK NOT DEFINED.**

APPENDIX 7 - MAPS